

CLAIMS

1. A method of enabling searching of classified advertising, the method including the steps of:
 providing a user with a form containing information relating to a listing search transaction, the
 5 form including coded data indicative of an identity of the form and of at least one reference point of the
 form;
 receiving, in a computer system, indicating data from a sensing device regarding the identity of
 the form and a position of the sensing device relative to the form, the sensing device, when placed in an
 operative position relative to the form, sensing the indicating data using at least some of the coded data;
 10 and
 identifying, in the computer system and from the indicating data, at least one parameter relating
 to the listing search transaction.
2. The method of claim 1 in which said at least one parameter relating to the listing search
 15 transaction is associated with at least one zone of the form and in which the method includes identifying, in
 the computer system and from the zone relative to which the sensing device is located, said at least one
 parameter.
3. The method of claim 2 which includes
 20 receiving, in the computer system, data regarding movement of the sensing device relative to the
 form, the sensing device sensing its movement relative to the form using at least some of the coded data;
 and
 identifying, in the computer system and from said movement being at least partially within said
 at least one zone, said at least one parameter of the listing search transaction.
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4. A method of enabling searching of classified advertising, the method including the steps of:
 providing a user with a form containing information relating to a listing search transaction, the
 form including coded data indicative of at least one parameter of the listing search transaction;
 receiving, in a computer system, data from a sensing device regarding said at least one
 30 parameter and regarding movement of the sensing device relative to the form, the sensing device, when
 moved relative to the form, sensing the data regarding said at least one parameter using at least some of the
 coded data and generating the data regarding its own movement relative to the form; and
 interpreting, in the computer system, said movement of the sensing device as it relates to said at

least one parameter.

5. A method of enabling searching of classified advertising, the method including the steps of:
 - providing a user with a form including coded data indicative of an identity of the form;
 - 5 receiving, in a computer system, data from a sensing device regarding an identity of the user and regarding the identity of the form, the sensing device containing the data regarding the identity of the user and sensing the data regarding the identity of the form using at least some of the coded data; and
 - identifying, in the computer system and from the data regarding the identity of the user and the identity of the form, a listing search transaction.
- 10 6. The method of claim 5 in which the coded data is also indicative of at least one parameter of the listing search transaction, and the method includes receiving, in the computer system, indicating data from the sensing device regarding said at least one parameter of the listing search transaction, the sensing device sensing the indicating data using at least some of the coded data.
- 15 7. The method of claim 6 which includes receiving, in the computer system, data from the sensing device regarding movement of the sensing device relative to the form, the sensing device generating data regarding its own movement relative to the form.
- 20 8. The method of any one of claims 2, 4 or 6 in which the parameter is an action parameter of the listing search transaction, the method including effecting, in the computer system, an operation in respect of the action parameter.
- 25 9. The method of claim 8 in which the action parameter of the listing search transaction is selected from the group comprising:
 - a category,
 - a search request, and
 - a request for more search results.
- 30 10. The method of any one of claims 3, 4 or 7 in which the parameter is an option parameter of the listing search transaction, the method including identifying, in the computer system, that the user has entered a hand-drawn mark by means of the sensing device and effecting, in the computer system, an operation associated with the option parameter.

11. The method of claim 10 in which the option parameter is associated with at least one of:
a category,
a search request,
5 a request for more search results, and
a number of search results to be returned.
12. The method of any one of claims 3, 4 or 7 in which the parameter is a text parameter of the
listing search transaction, the method including identifying, in the computer system, that the user has
10 entered handwritten text data by means of the sensing device and effecting, in the computer system, an
operation associated with the text parameter.
13. The method of claim 12 which includes converting, in the computer system, the handwritten text
data to computer text.
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14. The method of claim 13 in which the text parameter is associated with at least one of:
a search term.
15. The method of any one of claims 3, 4 or 7 in which the parameter is an authorization parameter
20 of the listing search transaction, the method including identifying, in the computer system, that the user has
entered a handwritten signature by means of the sensing device and effecting, in the computer system, an
operation associated with the authorization parameter.
16. The method of claim 15 which includes verifying, in the computer system, that the signature is
25 that of the user.
17. The method of claim 16 in which the authorization parameter is associated with authorization
for at least one of:
access to account information, and
30 account payment.

18. The method of any one of claims 3, 4 or 7 in which the parameter is a picture parameter of the listing search transaction, the method including identifying, in the computer system, that the user has entered a hand-drawn picture by means of the sensing device and effecting, in the computer system, an operation associated with the picture parameter.

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19. The method of claim 18 in which the picture parameter is associated with a picture of the item being advertised.

20. The method of any one of claims 1, 4 or 5 in which the form contains information relating to at least one of:

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listing categories,
a listing search,
listing search results, and
listing details.

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21. The method of any one of claims 1, 4 or 5 which includes printing the form on demand.

22. The method of claim 21 which includes printing the form on a surface of a surface-defining means and, at the same time that the form is printed, printing the coded data on the surface.

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23. The method of claim 22 which includes printing the coded data to be substantially invisible in the visible spectrum.

24. The method of claim 1 or 5 which includes retaining a retrievable record of each form generated, the form being retrievable using its identity as contained in its coded data.

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25. The method of any one of claims 1, 4 or 5 which includes distributing a plurality of forms using a mixture of multicast and pointcast communications protocols.

26. The method of claim 1 or 4 in which the sensing device contains an identification means which imparts a unique identity to the sensing device and identifies it as being associated with a particular user and in which the method includes monitoring, in the computer system, said identity.

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27. The method of any one of claims 1, 4 or 5 which includes providing all required information relating to the listing search transaction in the form to eliminate the need for a separate display device.
- 5 28. The method of any one of claims 1, 4 or 5 in which the form is printed on multiple pages and in which the method includes binding the pages.
29. A system for enabling searching of classified advertising, the system including
- 10 a form containing information relating to a listing search transaction, the form including coded data indicative of an identity of the form and of at least one reference point of the form; and
- a computer system for receiving indicating data from a sensing device for identifying at least one parameter relating to the listing search transaction, the indicating data being indicative of the identity of the form and a position of the sensing device relative to the form, the sensing device sensing the indicating data using at least some of the coded data.
- 15 30. The system of claim 29 in which said at least one parameter relating to the listing search transaction is associated with at least one zone of the form.
31. The system of claim 29 which includes the sensing device, the sensing device sensing its
- 20 movement relative to the form using at least some of the coded data.
32. A system for enabling searching of classified advertising, the system including:
- a form containing information relating to a listing search transaction, the form including coded data indicative of at least one parameter of the listing search transaction; and
- 25 a computer system for receiving data from a sensing device regarding said at least one parameter and regarding movement of the sensing device relative to the form, and for interpreting said movement of the sensing device as it relates to said at least one parameter, the sensing device, when moved relative to the form, sensing the data regarding said at least one parameter using at least some of the coded data and generating the data regarding its own movement relative to the form.
- 30 33. A system for enabling searching of classified advertising, the system including:
- a form including coded data indicative of an identity of the form; and

a computer system for receiving from a sensing device data regarding an identity of a user and the identity of the form, and for identifying, from said received data, a listing search transaction, the sensing device containing the data regarding the identity of the user and sensing the data regarding the identity of the form using at least some of the coded data.

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34. The system of claim 33 in which the coded data is also indicative of at least one parameter of the listing search transaction, the computer system receiving indicating data from the sensing device regarding said at least one parameter of the listing search transaction, and the sensing device sensing the indicating data using at least some of the coded data.

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35. The system of claim 33 which includes the sensing device, the sensing device sensing its movement relative to the form.

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36. The system of any one of claims 29, 32 or 34 in which said at least one parameter of the listing search transaction is selected from the group comprising an action parameter of the listing search transaction, an option parameter of the listing search transaction, a text parameter of the listing search transaction, an authorization parameter of the listing search transaction, and a picture parameter of the listing search transaction.

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37. The system of claim 36 in which the action parameter of the listing search transaction is selected from the group comprising:

- a category,
- a search request, and
- a request for more search results.

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38. The system of claim 36 in which the option parameter is associated with at least one of:

- a category,
- a search request,
- a request for more search results, and
- a number of search results to be returned.

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39. The system of claim 36 in which the text parameter is associated with at least one of:

a search term.

40. The system of claim 36 in which the authorization parameter is associated with authorization for at least one of:

5 access to account information, and
account payment.

41. The system of claim 36 in which the picture parameter is associated with a picture of the item being advertised.

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42. The system of any one of claims 31, 32 or 35 in which the sensing device includes a marking nib.

43. The system of claim 31 or 32 in which the sensing device contains an identification means
15 which imparts a unique identity to the sensing device and identifies it as belonging to a particular user.

44. The system of any one of claims 29, 32 or 33 in which the form is printed on a surface of a surface-defining means and in which the system includes a printer for printing the form on demand.

20 45. The system of claim 44 in which the printer prints the coded data at the same time as printing the form on the surface-defining means.

46. The system of any one of claims 29, 32 or 33 in which the coded data is substantially invisible in the visible spectrum.

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47. The system of claim 29 or 33 which includes a database for keeping a retrievable record of each form generated, each form being retrievable by using its identity as included in its coded data.

48. The system of claim 44 in which, to cater for a form printed on multiple pages, the printer
30 includes a binding means for binding the pages.